

Partners....



**A newsletter for the partners and providers of Early Detection Works
Kansas Breast and Cervical Cancer Screening and Detection Program.**

January 2004

Director's Message...

Early Detection Works

The program has a new name! **Early Detection Works** is the new name for the Kansas Breast and Cervical Cancer Early Detection Program. Early Detection Works, replacing the name FREE to Know, will provide the same screening services and maintain other aspects of the program. The focus of the advertising campaign is not only on the availability of free screening and diagnostics for eligible women, but to also provide information and advertising on the importance of routine screening for all women. Vitalink Communications has worked hard to provide this important message regarding screening to Kansas women. They have developed ethnic specific brochures for African American and Hispanic (in Spanish) women, and also developed posters, radio messages and television commercials. Providers will receive static window decals and table tents for waiting room tables or receptionists' desks that will identify them as Early Detection Works providers. We hope these will generate questions by patients. When you receive these items, please display them in a prominent location and let us know if you like them!

Direct Payment Option

Many of the providers have signed up for direct payment to subcontractors for services provided on behalf of Early Detection Works. While checks will be sent directly to subcontractors, please remember that all client forms must be submitted through the regional nurse, as in the past. If you have questions, or have not been contacted regarding direct payment, and are interested, please call your regional nurse.

Cancer Partners' Conference

We are very excited about the upcoming Cancer Partner's Conference, March 3-4, Topeka Capitol Plaza Hotel. This year's conference will provide you with information about the Early Detection Works Program and much more. For the first time, breast and cervical partners and providers will be joined by the Kansas Cancer Partnership during the plenary sessions.

The first plenary session will provide an overview of comprehensive cancer, and the experiences of other states as they develop their comprehensive cancer plans. An inspirational message from Dr. Nicklas Mezacapa who will provide thought-provoking information regarding spirituality and survivalship will follow. Dr. Sue-Min Lai, Director of the Kansas Cancer Registry will provide an overview of recent cancer data from the Registry. The morning promises to be filled with great information about cancer issues in Kansas and the rest of the day will provide up-to-date information about breast and cervical cancer issues. If you'd like to make your reservations, call the hotel at

1-785-431-7200 or 1-800-579-7937 and mention that you are with the Kansas Cancer Partners' Conference. You should be receiving an agenda within the next week or two. After reviewing this year's agenda, we sincerely hope you will join us for this memorable conference, March 3-4 at the beautiful Capitol Plaza Hotel in Topeka!

Janet Neff, Director

Cancer Prevention and Control Program

65 or Older?

Just a reminder...this program is intended to serve women ages 40 to 64. We are **not** able to provide services for women who are over the age of 64. Your help is appreciated in meeting these CDC guidelines.

Questions? Call the Regional Nurses

Northeast - Heidi Weicken, BSN

785-573-6733

North Central - Lynette Blomberg, ARNP

785-452-6361

South Central - Vacant

316-660-7332

Southeast - Paula Gilmore, RN

620-235-7136

West - Shelly Nelson, BSN

620-275-5302

or

Breast and Cervical Cancer toll free hotline -
1-877-277-1368

Transitions...

Heidi Weicken, RN, BSN is the new Regional Nurse/Case Manager for the Northeast Region. Heidi has a BA in Psychology with a minor in Business, and a BS in Nursing. She has had three years of nursing experience at Providence Hospital, experience in pain management at the Headache and Pain Center in Leawood, Kansas, and two years of experience with the Menninger Clinic in Kansas City. We welcome Heidi! We sadly say farewell to Carmillia Adams, Regional Nurse/Case Manager for the South Central Region. Carmillia has left this program to spend time with family and pursue other interests. We wish her the best in her future endeavors.

Outreach workers Magie Cumberland and Francesca Beard have also moved on to other positions. Magie is working for a program which assists those without health insurance, and Frances is employed by a program provider and pursuing further education. We miss them.

January is Cervical Cancer Awareness Month

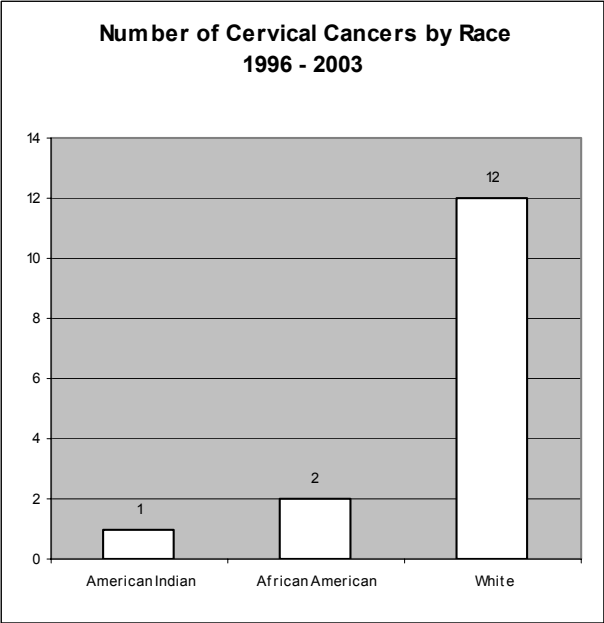
Since the 1950's, the death rate from cervical cancer has decreased by 70%, a dramatic achievement. Yet, this year in the United States an estimated 12,800 new cases of invasive cervical cancer will be diagnosed and 4,600 women will die of this disease, a disease which may be prevented through regular screening.

Reduction in cervical cancer deaths is largely due to the early detection of precancerous lesions through Papanicolaou (Pap) tests. In fact, the Pap test is probably the most successful cancer screening test yet developed. Abnormal cells can be detected before cancer develops. When cervical abnormalities are diagnosed at a precancerous stage and treated in a timely manner, the survival rate is almost 100%. In contrast, advanced invasive cervical cancer has a five-year survival rate of approximately 12%.

Rather than continuing to decline, the rate of cervical cancer has stabilized in recent years. CDC is concerned that annually rescreening the same women will not further reduce the incidence of death from cervical cancer. Recruiting women who have never or rarely been screened - including foreign-born women and those with disabilities - represents the most promising approach to further reducing cervical cancer mortality.

The incidence of cervical cancer is highest among Vietnamese women and the death rate highest among African American women. Disparities between African American and Caucasians in cancer death rates have declined

possible reason for this is that African American women are diagnosed at a later stage of the disease as a result of infrequent screening. For all women, the risk of dying from cervical cancer increases with age and about 75% of deaths from cervical cancer are among women over 50 years of age.



Fifteen cases of invasive cervical cancer have been diagnosed through the Early Detection Works/FREE to Know program.. Of these, 20% were Hispanic.

Other risk factors for cervical cancer include early age at first intercourse, multiple male sex partners, a history of sexually transmitted diseases, smoking, nutritional deficiencies, and obesity. The most strongly associated risk factor is infection with certain kinds of human papilloma virus (HPV), which are believed to account for a large percentage of cervical cancer cases.

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